

Halloween

FACTS

OVERALL PLANNED SPENDING & PURCHASE

ITEM	SPENDING	PURCHASE
CANDY	\$3.5 BILLION	95%
DECORATIONS	\$3.8 BILLION	75%
COSTUMES	\$3.8 BILLION	67%
GREETING CARDS	\$0.5 BILLION	33%

OVERALL HALLOWEEN SPENDING



72%

Of people plan to celebrate Halloween in the U.S.



SPIDERMAN

Approximately 2.6 million children plan on dressing like Spiderman in 2024.



\$103.63

Average expected spending on Halloween, down from \$108 in 2023.



\$12.2 BILLION

Planned spending on Halloween in 2024, down from \$12.2 billion in 2023.

MISSOURI FACTS



44

Confectionery and nut retailers in Missouri with 250 employees making an average weekly wage of \$540.



CHERRY MASH

Chase Candy Company continues to operate in St. Joseph, Missouri - the city where Cherry Mash was first created 100 years ago.



1,119,370

Children of trick-or-treating age in Missouri (age 14 and under).



47

The number of pumpkin patches in Missouri.



Visit the Missouri State Penitentiary located in Jefferson City, MO. Nicknamed "Bloodiest 47 Acres in the U.S."

Sources:

<https://nrf.com/topics/holiday-and-seasonal-trends/halloween/halloween-data-center>

<https://missourigrownusa.com/>

<https://cherrymash.com/our-legacy/>

<https://mcdc.missouri.edu/applications/acs/profiles/report.php?p=49&g=04000US29>

<https://www.missouripentours.com/ghost-and-paranormal-tours/>